

FIG. 1

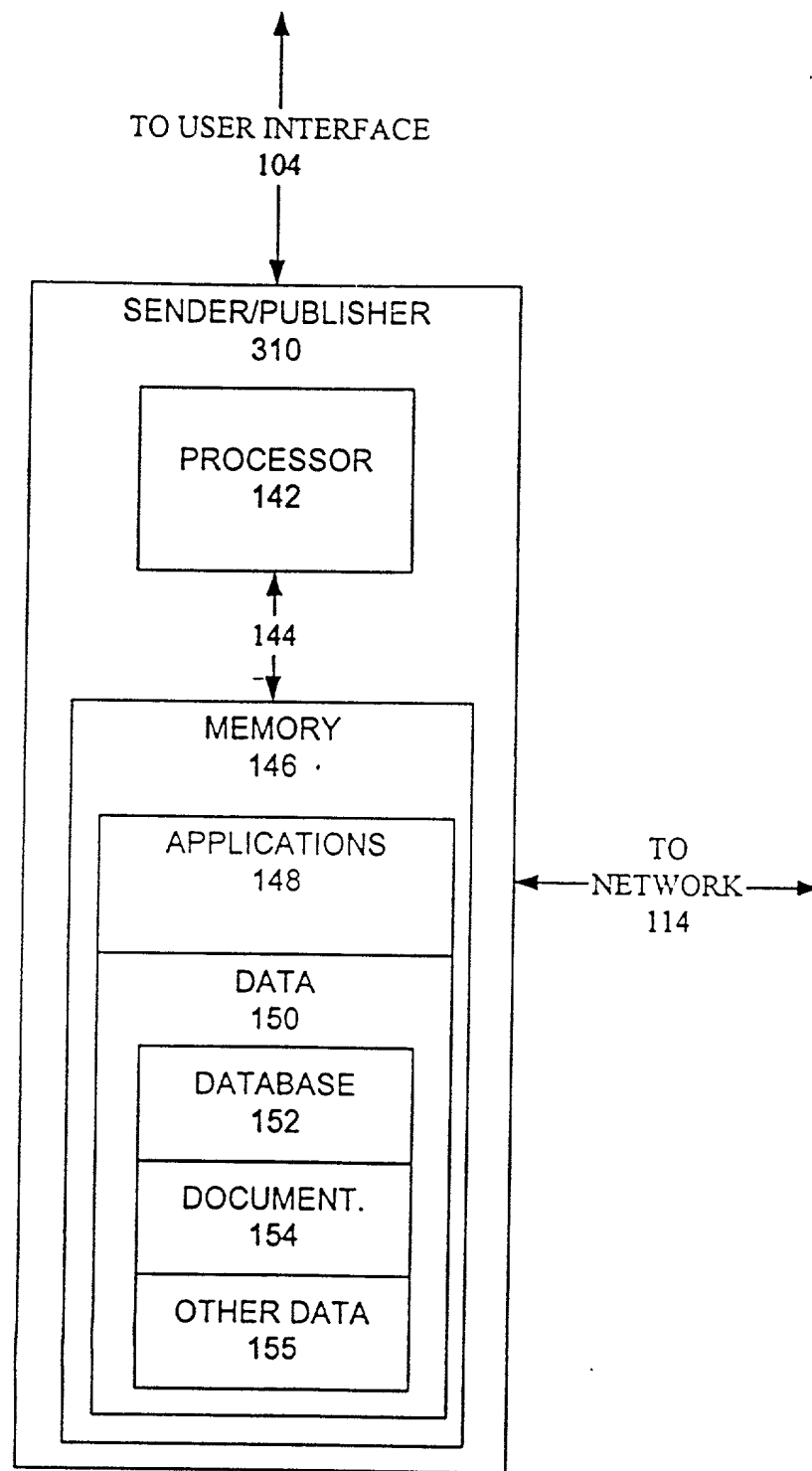


FIG. 2

400 —> STORYTELLER ID = ECOUPON5

402 —> PRODUCT VIDEO = BOOKRETAILER.COM\PROMO24\ISBN12980.MPG

404 —> PRODUCT PICTURE100DPI = BOOKRETAILER.COM\PROMO24\ISBNL2980 100DPI.JPG

406 —> PRODUCT PICTURE200DPI = BOOKRETAILER.COM\PROMO24\ISBNL2980 200DPI.JPG

408 —> PRODUCT AUDIO ENGLISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 ENG.WAV

410 —> PRODUCT AUDIO SPANISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 SPAN.WAV

412 —> PRODUCT TEXT ENGLISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 ENG.WAV

414 —> PRODUCT TEXT MANDARIN = BOOKRETAILER.COM\PROMO24\ISBNL2980 SPAN.UNI

416 —> OFFER TEXT ENGLISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 OFFER ENG.TXT

418 —> OFFER TEXT SPANISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 OFFER SPAN.TXT

420 —> PRODUCT SKU = 98374822

422 —> FULFILLMENT SERVER URL = BOOKRETAILER.COM\PROMO24\ISBNL2980 OFFER SPAN.TXT

424 —> FIRSTNAME = DAVE

426 —> EMAIL ADDRESS = DAVESAXBY@HOME.COM

428 —> CUSTOMER ID = 29604830

430 —> MASTER DATABASE ID = BOOKRETAILER ECOUPON PROMOTION 24

FIG. 3

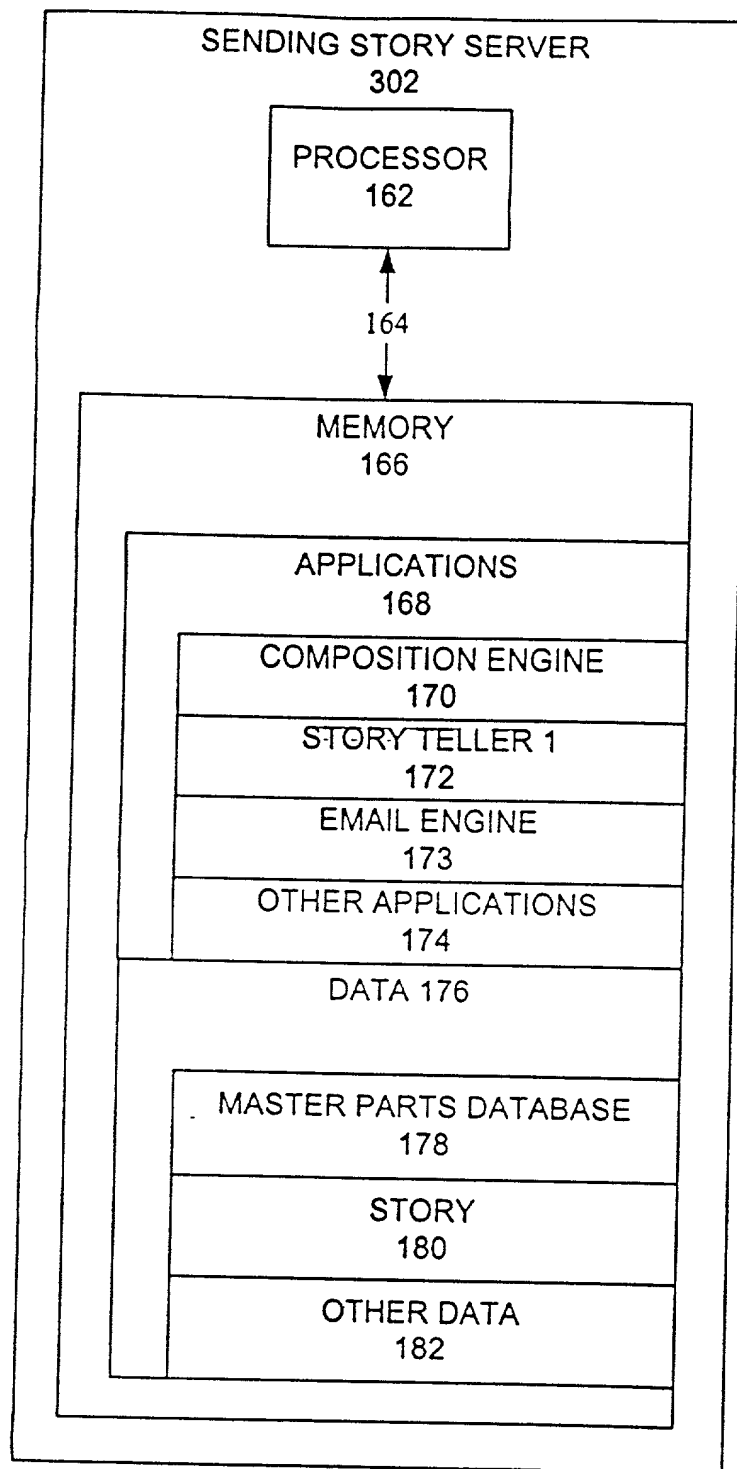


FIG. 4

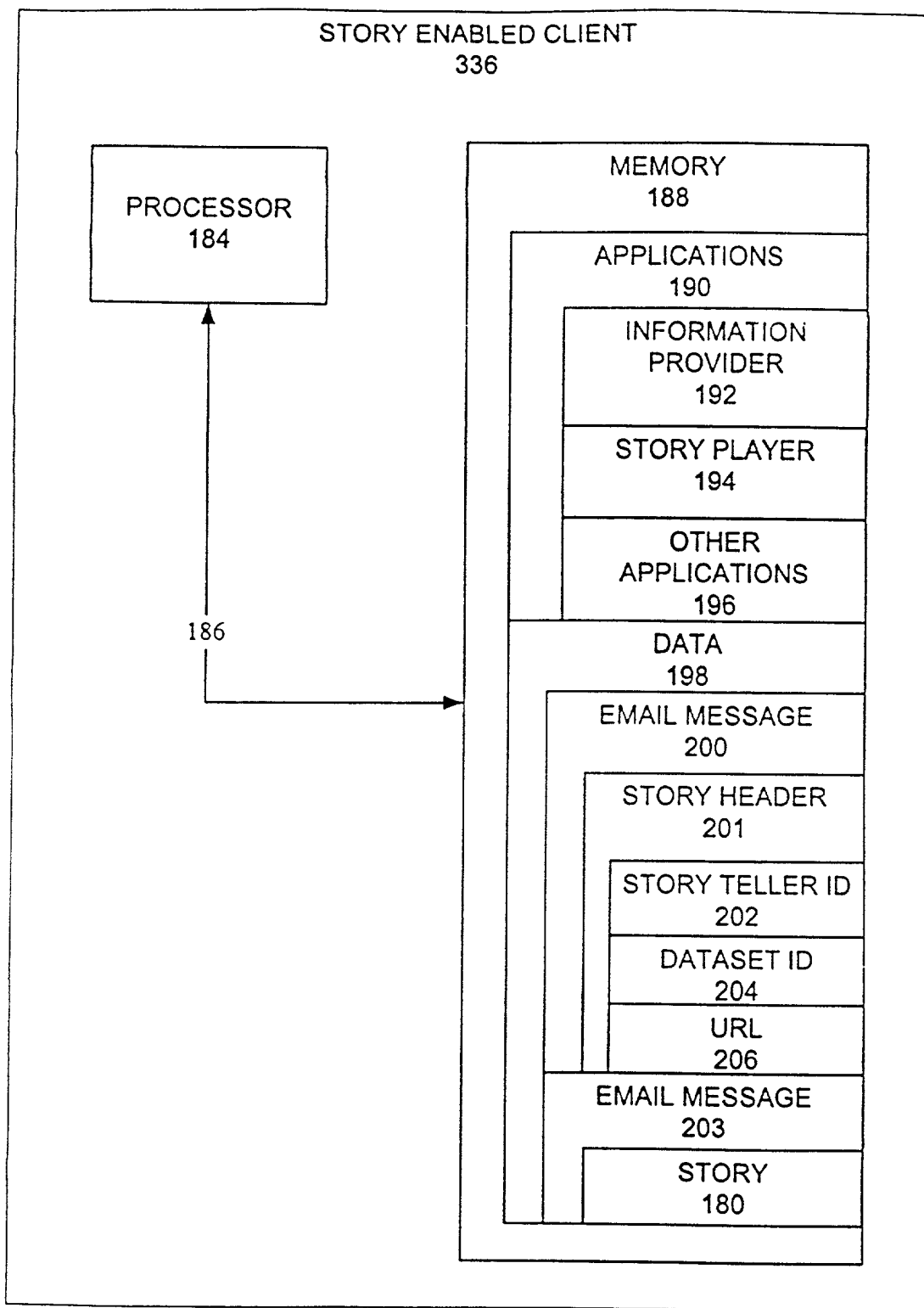


FIG. 5

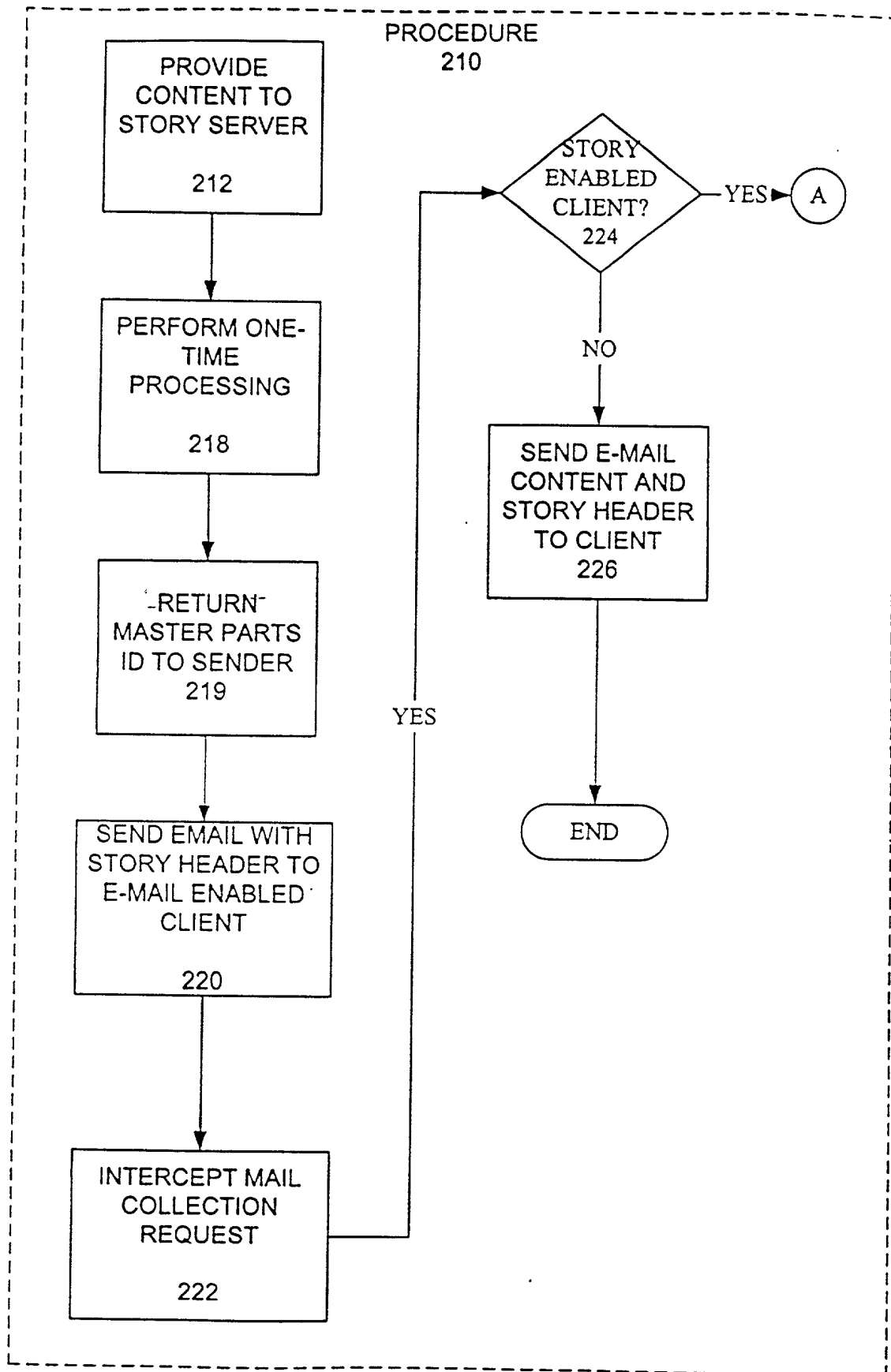


FIG. 6

PROCEDURE
210

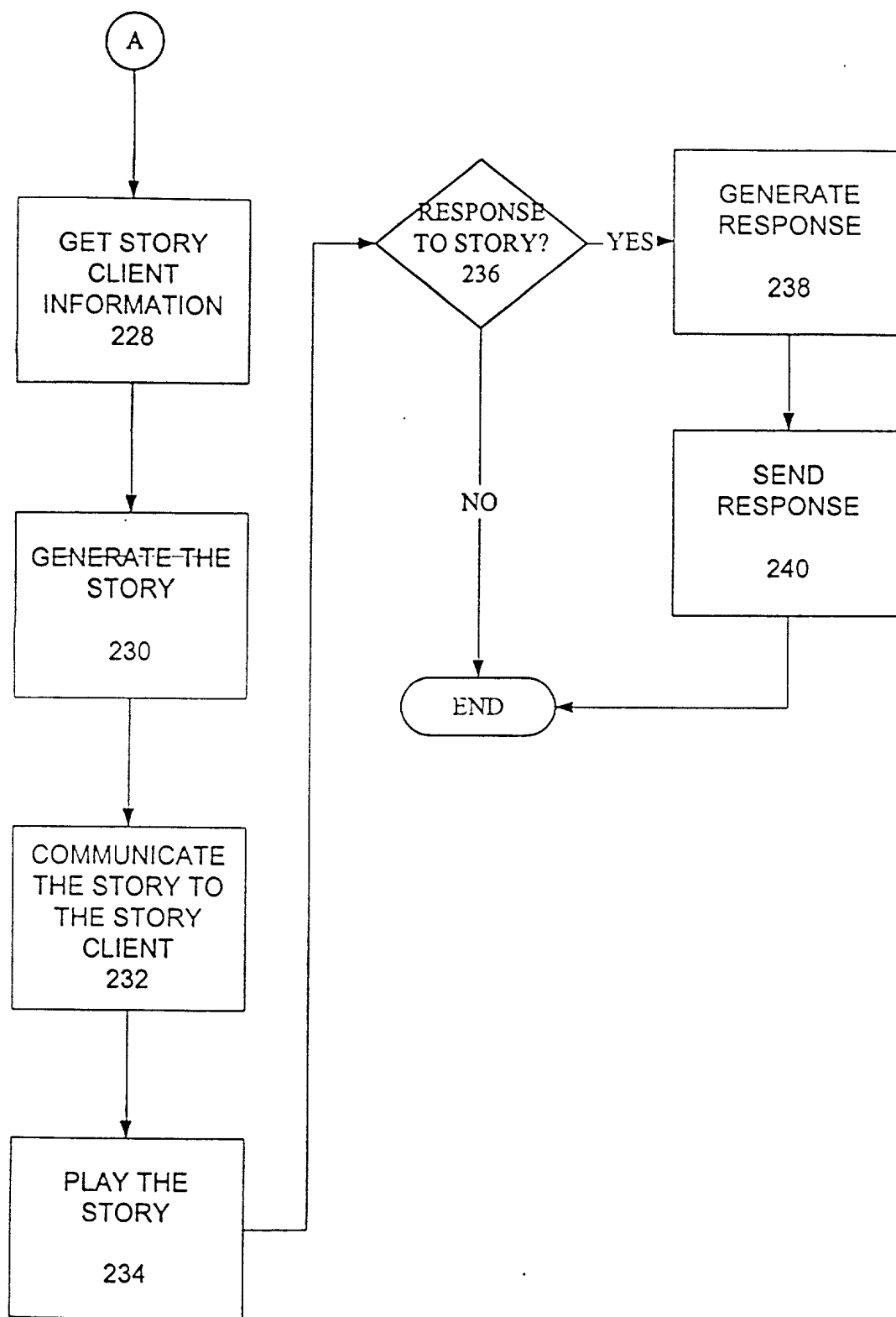


FIG. 7

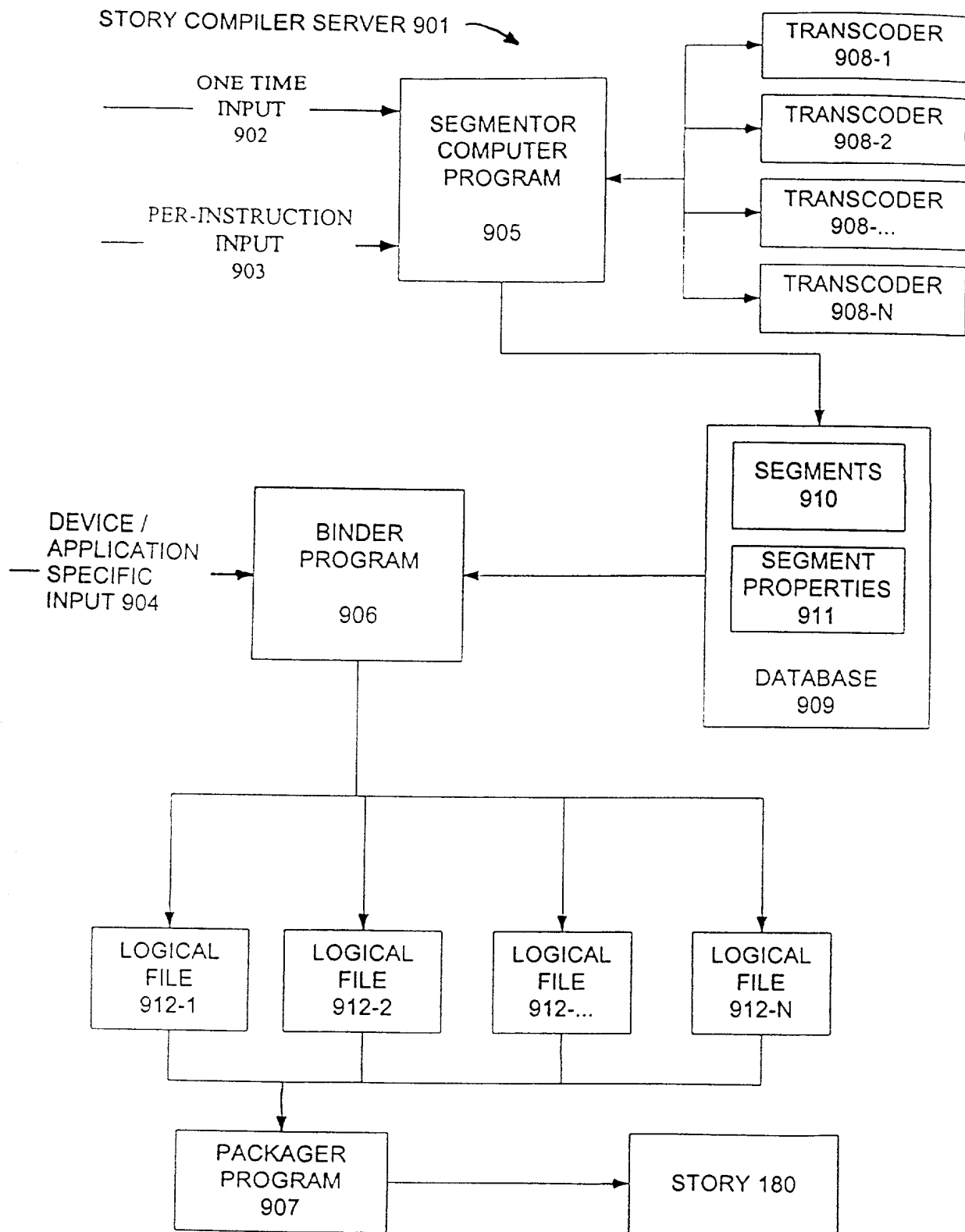


FIG. 8

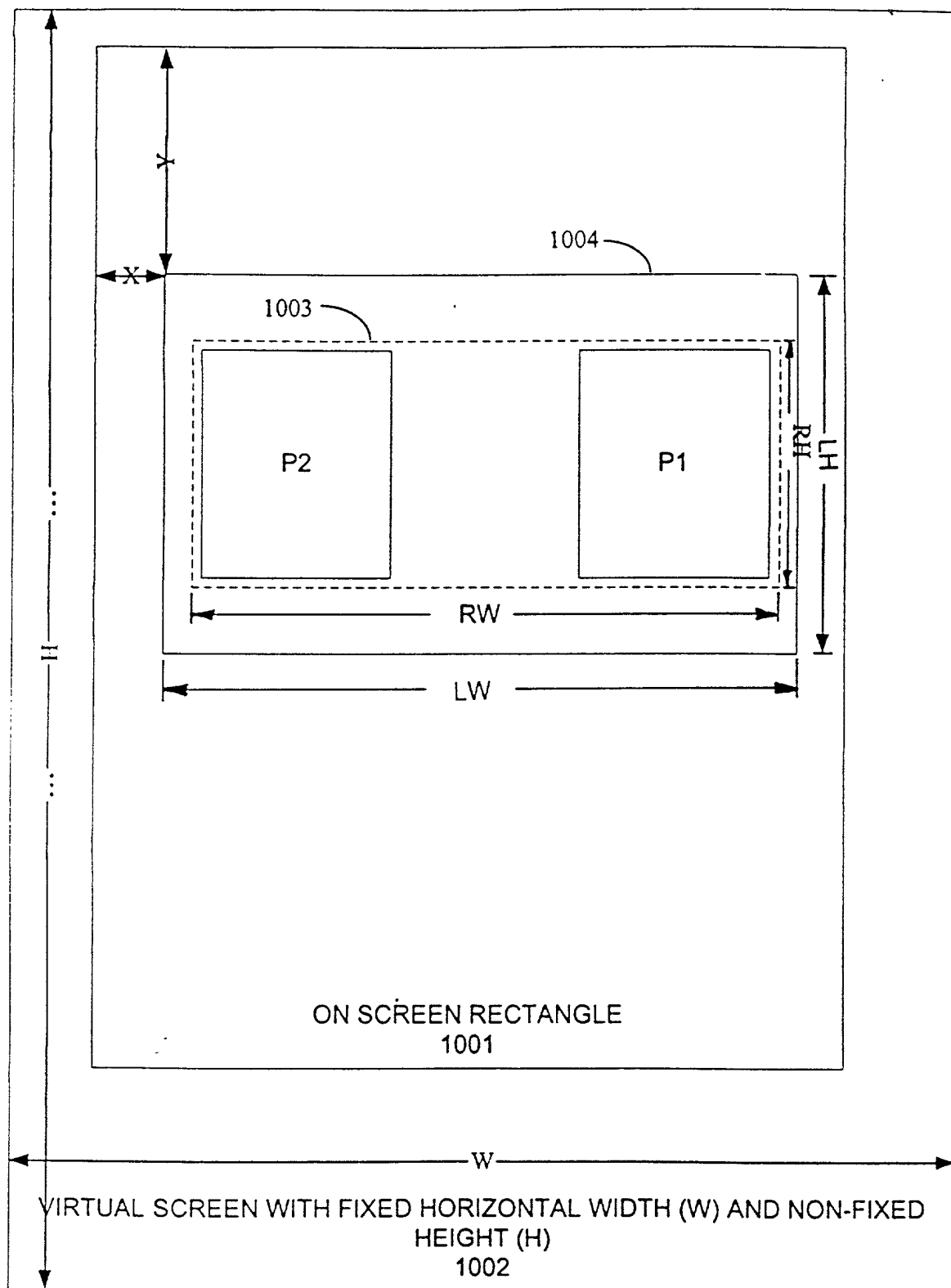


FIG. 9

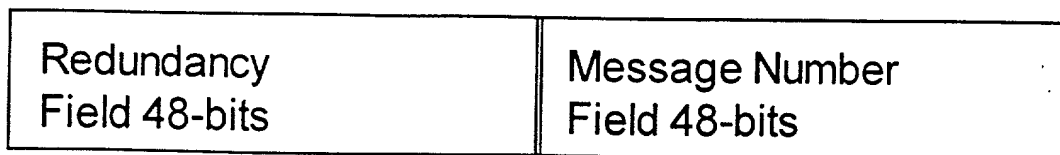


FIG. 10

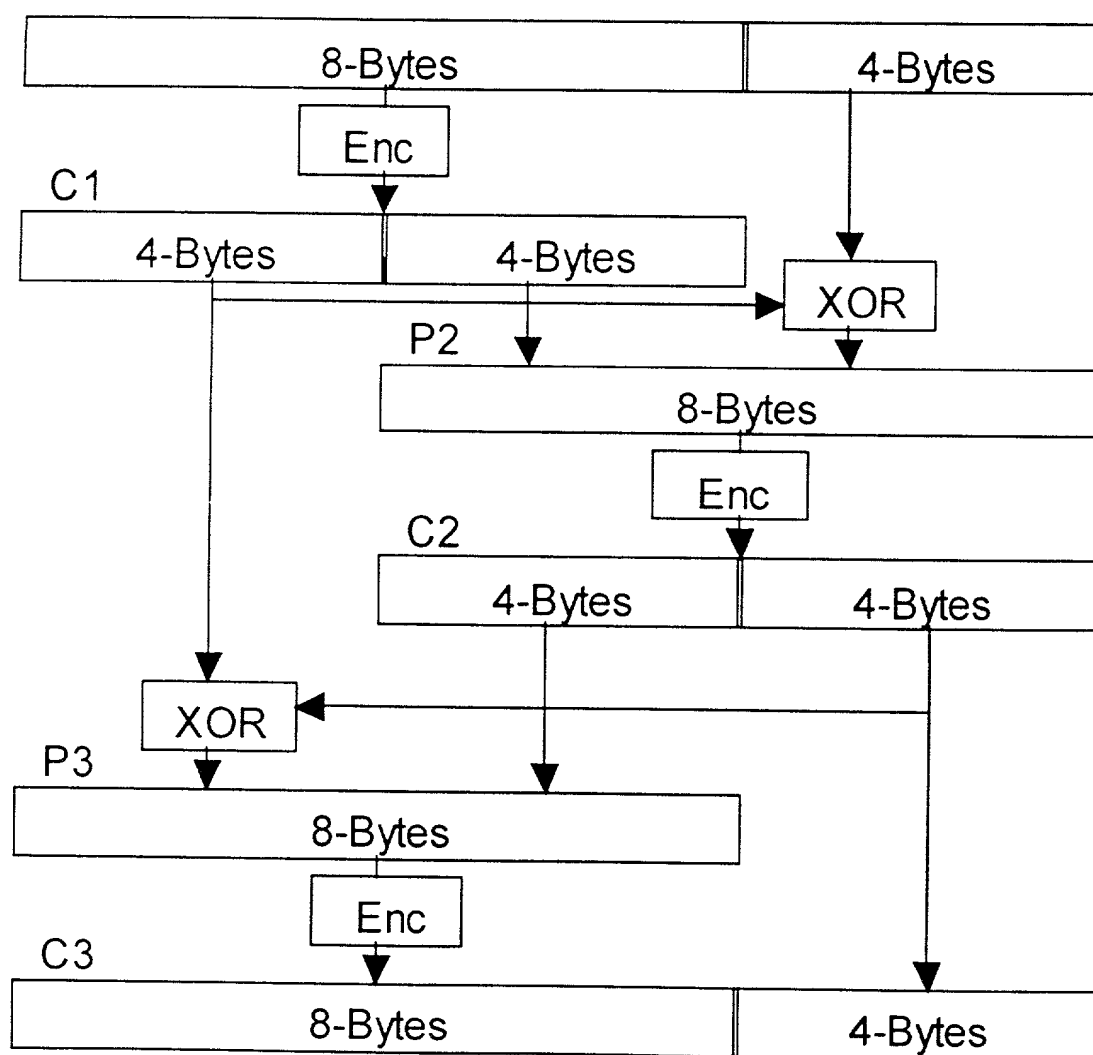


FIG. 11